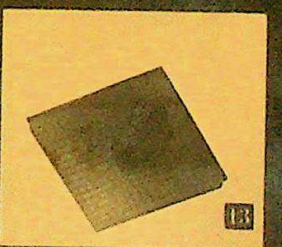
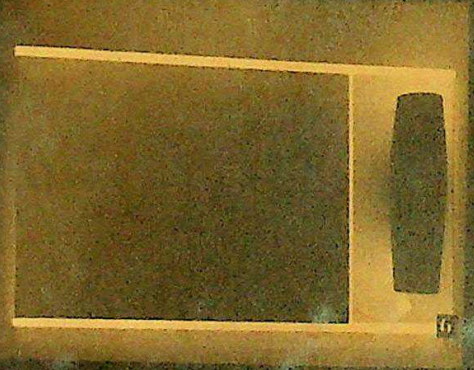
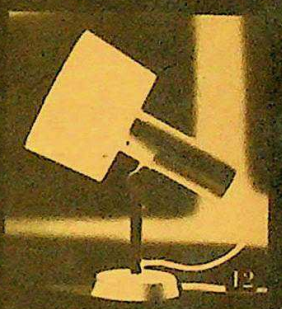
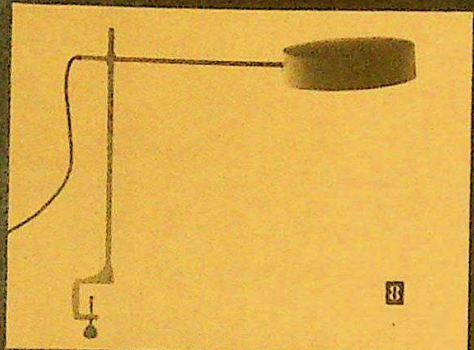
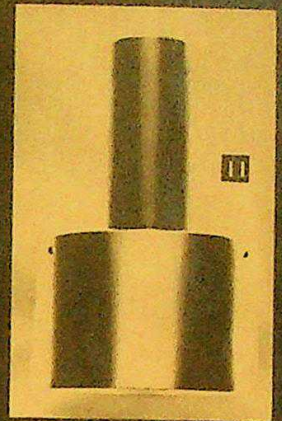
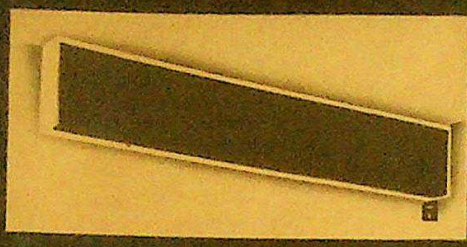
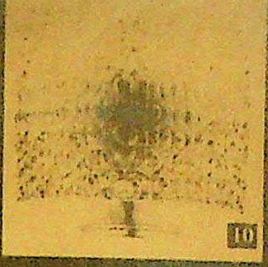
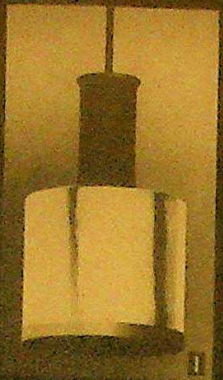


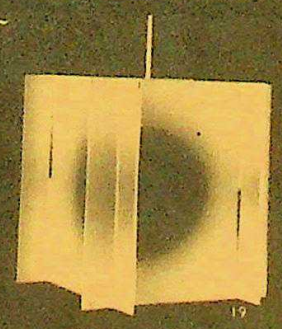
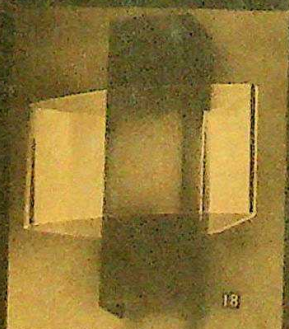
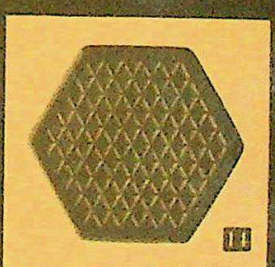
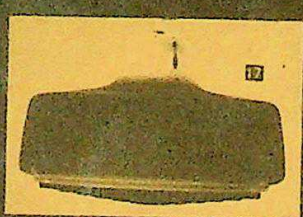
Wall Lamp Box

A-4

1. All-metal pendant by Fulford Brown.
 2. Desk lamp by Louis Poulsen.
 3. Lyfa teak veneer pendant, from Scandia.
 4. One of Merchant Adventurers' series of teak-framed fluorescent fittings.
 5. Fitting from the Rotaflex 'Lyteline' series, with a front panel of 'Silkan'.
 6. GEC mirror light.
 7. Atlas cornice fitting from the 'Domino' range.
 8. Desk lamp by Kontakt Werkstätten.
 9. Ceiling mounted wafer fluorescent fitting by S.R. Electric.
 10. 'Cordoba' crystal glass pendant by Peill and Putzler.
 11, 12. Table and pendant versions of a Lyfa spot lighting fitting, from Scandia.
 13. Surface mounted 'lighting brick' in metal and crystal glass by Müller and Zimmer.
 (continued below)



14. Surface mounted 'Bega lighting brick' in opal glass by Ganteubrink, from Churehouse.
 15. Rotaflex spotlight fitting.
 16. Pendant in opal and tinted Perspex from the GEC 'Executive' series.
 17. Louvered opal and tinted glass pendant by Louis Poulsen.
 18. Wall fitting in opal and tinted 'Perspex' by GEC.
 19. Pendant in smoked acrylic sheet by Louis Poulsen.



Light & Lighting (England) Ltd. P. 307

Table and wall

The functional reason for a table lamp is to provide a pool of light just where it is wanted, a requirement met by the Terry *Anglepoise*, 1 on page 56. However, they have a more subtle value. The creation of a pleasant atmosphere by lighting depends largely on the establishment of variations in lighting levels throughout a room: a pool of light at a focal point, a contrasting gradation to a low level somewhere else. It is the role of table lamps and wall brackets to provide this mood lighting and this purpose is reflected in the wide variety of designs available.

24 Model CS. DESIGNERS E. Cooke-Yarborough and

Ronald Homes. MAKER Cone Fittings Ltd. £1 17s 6d.

25 Model GD6104. DESIGNER John Reid. MAKER George Forrest & Son Ltd. £6 12s 9d.

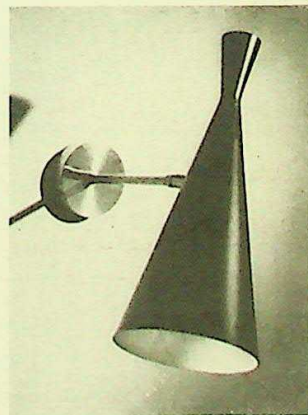
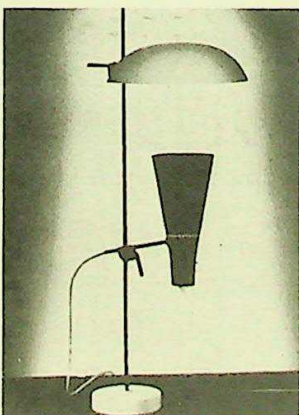
26 Wall bracket, model E20. DESIGNER G. A. Scott. MAKER The MacLamp Co. £2 3s. 6d.

24

25

26

A-11



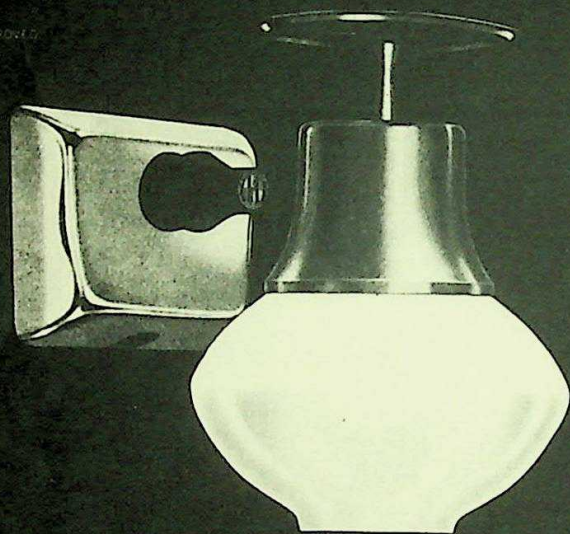
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Write for
New Literature
and Price List

TCA SHOW SURVEY

Continued from Page 12

would be healthy for the industry" ... "Very little control over attendance; that is, it appeared that anyone could get in by just giving any dealer's name" ... "We believe that TCA could hold advanced registration by mail, eliminating long registration lines" ... "Admission to the public is too high" ... "We felt that more medium-priced coaches should have been displayed" ... "Absolutely should be held three months earlier to stimulate winter business" ... "Wish the travel trailers could have been together more" ... "Manufacturers are absolutely nuts. Very few models shown within price range of mass buyers" ... "No pick-up coaches."

Manufacturers' Show

Compliments

"Well coordinated and laid out" ... "The best show we've had in 10 years. True enough, we planned three months in advance on pricing a competitive price unit. We feel we hit the nail on the head ... to date we have over 80 orders" ... "Well run" ... "Good show" ... "Generally was well done" ... "Getting more professional each year" ... "Sold more units than all previous shows" ... "We did business" ... "Show of the year for the West Coast" ... "Best dealer reaction in four years" ... "Active dealer interest."

Manufacturers' Show

Complaints

"Dislike sharing mobile homes display with travel trailer units" ... "Travel trailers should be separate" ... "The bar should not be opened during show hours on dealer days, because most of the dealers forget about the show" ... "I think San Francisco would be a good change for dealer interest" ... "Trailer signs with manufacturer's name used at individual displays should be furnished by TCA or Show Manager."

See TCA SHOW SURVEY Page 18



When writing advertisers use the READER'S SERVICE CARD

MOBILE HOME DEALER

Wall Lamp Box

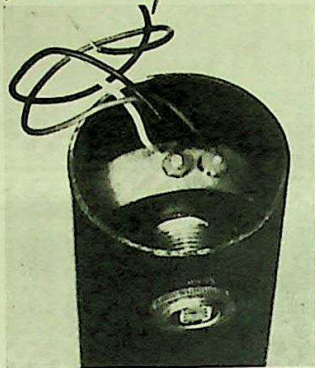


Figure 1—Lightguard 150-F fits any pipe of at least 2 inch internal diameter.

An extremely compact and versatile light-operated switch has been designed with simplicity and ease of installation in mind. LIGHTGUARD ELECTRONIC MFG. CO. has introduced a new automatic on-at-dusk; off-at-dawn photo-electric switch in a very attractive package. Inconspicuously and silently throughout the years, it will turn lights on-at-dusk; off-at-dawn. The LIGHTGUARD is moisture-proof weatherproof, operating uniformly over the entire ambient temperature range.

This switch is easily adaptable to most manufacturer's fixtures, since it is so small (only 1 3/4" in diameter) it readily fits any pipe of at least 2 inch internal diameter. See photo 1. In Fig. 2 we see the 150F in wall-bracket canopy. Figure 3 shows the front view.

Lights will not be turned out due to lightning flashes or passing automobile headlights, since there is a built-in time delay in the LIGHTGUARD. Standard models are suitable for operation at 150 and 300 watts and 120 volts a.c.

Figure 5—Lightguard 150-S installed in Pest-fitter.



New Automatic Photo-Electric Switch Now Available

By E. L. Schacht, Chief Engineer
Lightguard Electronic Mfg. Co.

A-4

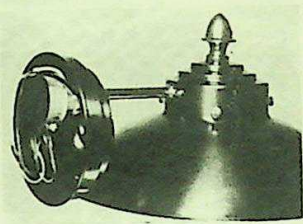


Figure 2—Lightguard 150-F in wall-bracket canopy. Provide enough clearance for fixture bar and nipple.

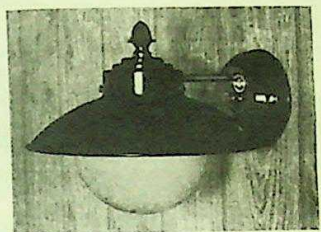


Figure 3—Front view of same fixture (Coppercraft 217-B). Reflector keeps light from fixture out of Lightguard "eye."

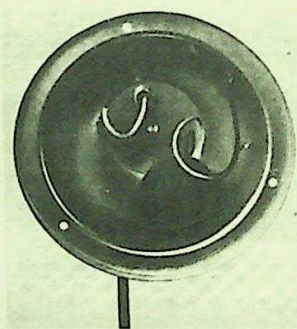


Figure 6—Special Lightguard for incorporation in fixtures by OE Manufacturers.

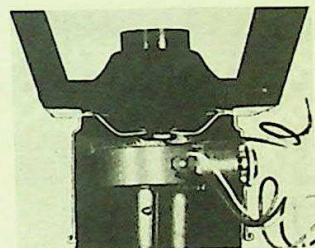


Fig. 4—Post Lantern Installation.

The lanterns of any manufacturer can be converted to automatic operation by drilling an 11/16" diameter hole (3/8" electrical trade size conduit knockout), or the knockout can be set for later removal. Figure 4 shows how simply and ingeniously the lightguard 150S fits into the post fitter, and Figure 5 shows the completed installation. No special adapter collars or other mounting devices are required.

The Lightguard 150-S also usually fits best in wall brackets with deep canopies, such as shown in Figure 6. Adequate clearance must be provided for mounting hardware and locknuts.

Special variations of the Lightguard for specific fixtures are easily made. Figure 7 shows a special installation in the dome of the wall lantern of a prominent fixture manufacturer.

In short, automatic light control no longer need be an eyesore, but with the Lightguard can be inconspicuously concealed within the fixture itself.

**For further information
please write LIGHTGUARD
ELECTRONIC MFG. CO.,
1213 Saint Emanuel, Houston
3, Texas.**

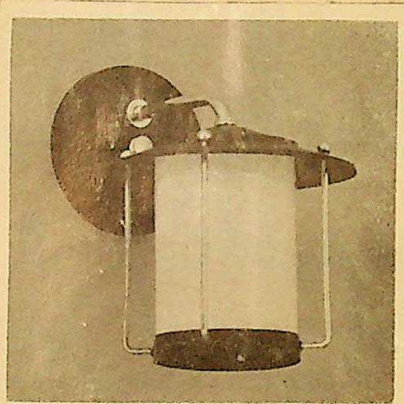
WALL
Lamp Box

LIGHTING

11-1954

P.65

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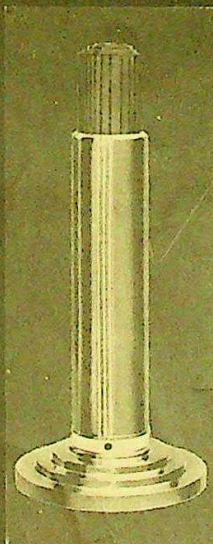
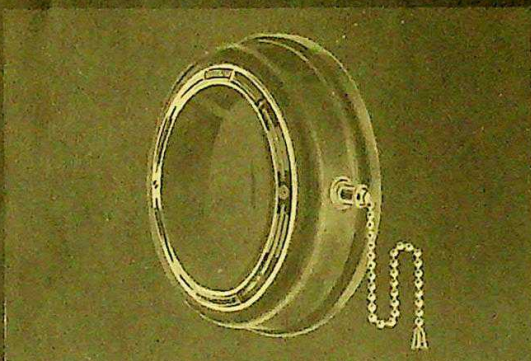
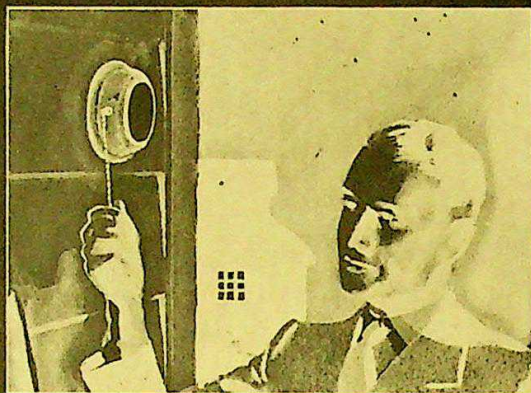
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6 1/2" wide. 8 1/4" long. 8" extension. Black & Brass. White Opal Glass.

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Electric lights that don't need wires, fuses, plugs, or connections



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Eveready *Wireless-Electric* Lights are the most satisfactory, economical way to brighten up dim, dusky corners—with power supplied by the new Eveready *extra long life* metal-seal Batteries.

A big advertising campaign is appearing in *The Saturday Evening Post*, and a list of important women's magazines. It's putting your customers in a receptive mood . . . paving the way for sales . . . in fact, as a result of this advertising, thousands will be looking for these lights. Now is the time to get them on display. Ask your jobber today.

★ ★ ★

THE EVEREADY WALLITE

A beautiful, pull-chain light . . . looks exactly like a regular electric light fixture. Finished in black or ivory, and trimmed with polished, lacquered brass. Can be put permanently in place, or hung on a hook and used as a portable. There is scarcely a home that can't use three or four Wallites.

Closets, garages, attics, boats, stairways, cellars, and summer cottages are only a few places that need Wallites. It is an ideal dome-light for enclosed automobiles. An excellent gift. Retail for \$1.75, complete. The Wallite is 4 1/4 inches wide, 5 1/4 inches high.

THE EVEREADY ELECTRIC CANDLE

Display this where your customers can pick it up. When they do—it will light. When they set it down, it goes out. That arouses their curiosity, and usually makes a sale.

The Candle will also give a steady, permanent light. It is located in the dark by the shining, radium dots. Handsomely finished with a satiny, silvery gleam. 6 1/4 inches high. The lamp is housed in moonstone glass, and sheds a bright, yet mellow light.

The Candle makes an ideal light for telephone-stands, dinner-tables, nurseries, guest-rooms, dressing-tables, summer cottages, and a score of convenient places. Retail for \$1.75, complete. Ribbon marking on case covered by trade-mark.

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**NATIONAL CARBON
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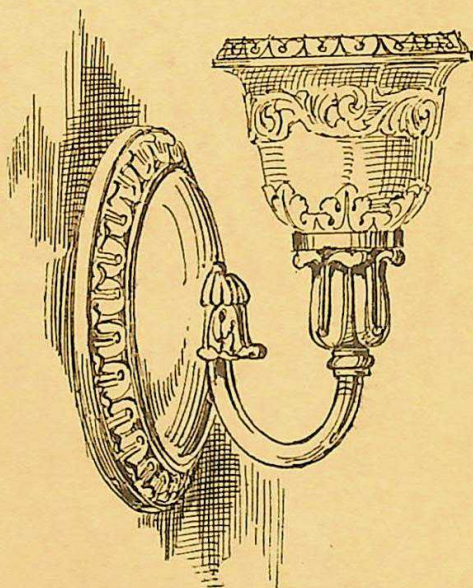
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Macbeth - Evans Glass Co.

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